1949

Remember When™...

A Nostalgic Look Back in Time

Remember When
1949

To: _____

From: _____

Date: _____

The richness of life
lies in the memories
we have forgotten.

Studebaker Land Cruiser

Studebaker's the '49 buy word

for a welcome new kind of low-cost mileage

ALL America knows that Studebaker sets the pace in distinctive styling—and this flight-streamed dream car is outstanding, too, for the way it holds down operating expense.

In gasoline savings alone, a new Studebaker does much to help keep many a family's income in balance with outgo.

What's more, owners of new Studebakers hardly ever face the problem of finding the money for costly repairs.

Even the brakes of a new Studebaker rarely require maintenance attention. They automatically adjust themselves to lining wear. You have the firm brake pedal feel of a brand new car for thousands of miles.

It's smart to be fussy this year in buying a new car. Make Studebaker's low-cost mileage your measure of real money's worth.

White sidewall tires, wheel trim rings available on all models at extra cost.

You're delighted by the luxury of refreshingly different decorator fabrics. Pictured is the interior of Studebaker's long-wheelbase Land Cruiser sedan with nylon upholstery superbly tailored over foam-rubber seat cushions.

You use amazingly little gas even on long trips in a postwar Studebaker. Yes, whether on the open road, or in stop-and-go city driving, you can always count on a Studebaker engine to give brilliant, low-cost performance.

Your brakes keep a "like new" feel for many months and miles. They're the world's first self-adjusting brakes—a welcome Studebaker postwar advancement for increasing the safety, pleasure and economy of your driving.

Craftsmanship you can trust—Men of conscience as well as competence, many of them members of father-and-son teams, build Studebaker cars to the very highest standards of quality.

Studebaker Corp'n, South Bend 27, Indiana, U. S. A.

1949 Timeline

January

Snowfall is first recorded in Los Angeles.

February

RCA releases the first 45 rpm single record.

March

The first automatic street lights are used in New Milford, CT.

April

Courtesy mail boxes for motorists are started in San Francisco.

May

The first Polaroid camera sold for $89.95.

June

"Hopalong Cassidy" becomes the first network western.

July

The first practical rectangular TV tube is announced in Toledo, Ohio.

August

The NBL & NBAA merge into the National Basketball Association.

September

Howard Unruh kills 13 neighbors in 12 minutes.

October

The Ladies Pro Golf Association of America is formed in NYC.

November

Louis "Satchmo" Armstrong conquers Paris, France with "Boogie-Woogie on the St. Louis Blues."

December

The NFL merges the Cleveland Browns, the San Francisco '49ers, and the Baltimore Colts from the AAFC.

1949 World News

NATO, the North Atlantic Treaty Organization, is formed.

The Geneva Conventions is enacted.

The Soviet Union conducts A-bomb tests, heating up the Cold War arms race.

The Chinese Civil War ends; Communist leader Mao Zedong becomes the chairman of the People's Republic of China.

The CIA-sponsored Radio Free Europe begins broadcasting to the Eastern European "iron curtain."

Queen Juliana (Netherlands) grants sovereignty to Indonesia.

Hungary nationalizes its industries.

Picnic at home with this summer-bright Daystrom furniture that's made for modern living. You'll love the new settee! In three units, its personality changes to suit your whim. Fit it flat against a wall, curve it around a corner, or make three chairs of it! New, too, is the cordial club chair that's welcome in bedroom, living room or den. All richly upholstered in gay-hued Duran, so handsome and long wearing. Washable, too! Settee, $134.50*. Club chair, $27.50*. Stool, $8.95*.

Make mealtimes merry with this lighthearted dinette set. The graceful table is tidily topped with satin-smooth plastic, made for hard wear and easy care. Swishes clean in a jiffy with a damp cloth. Yes, that's Duran on the comfort-curved, spring-seated chairs —colorful and washable, too! All Daystrom furniture is designed in superb gleaming chrome *electroplated* on sturdy steel. At department and furniture stores everywhere. Ask for it by name. Daystrom dinette sets can be purchased from $49.95* to $144.50*.

**Slightly higher in West and South. Subject to change without notice.*

Furniture for casual living—featured by stores from coast to coast

DAYSTROM CORPORATION, Olean, N.Y. Daystrom Pacific Corporation, Pasadena, Calif.

-it's DAYSTROM furniture!

AN ARTCO ASSOCIATE

Don't worry! All Daystromite table tops are laminated plastic —resist heat, scratches, stains! They're even cigarette-proof!

1949 National News

William Hastie is the first African American on the U.S. Circuit Court of Appeals.

Minimum wage is raised to 70 cents an hour, to begin in 1950.

Volkswagen Beetles are introduced in the U.S., two sold this year.

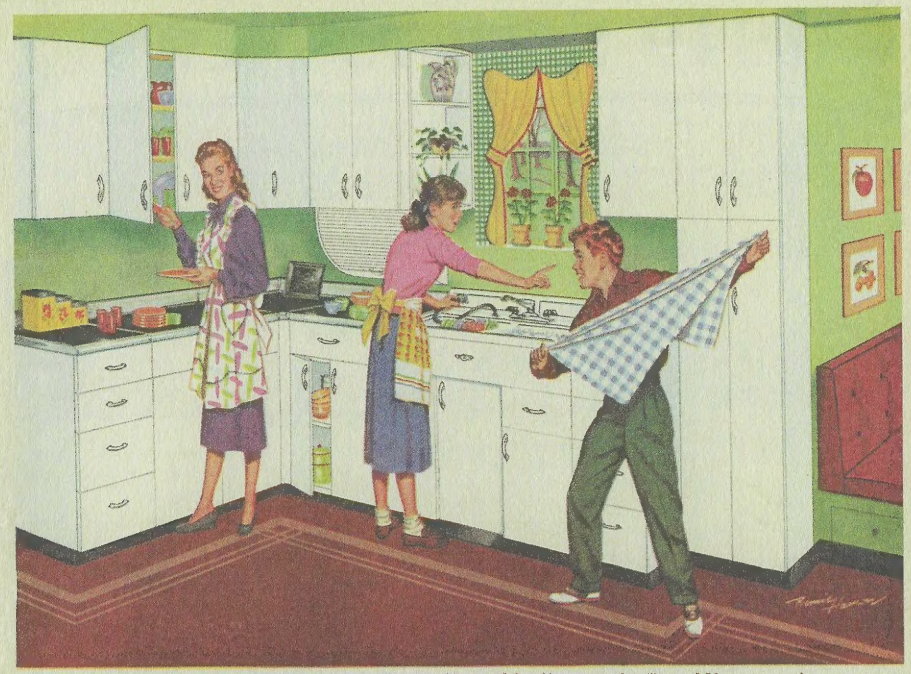
RCA perfects a system for broadcasting color television.

Harvard Law school begins admitting women.

The first use in United States of a pilot ejection seat occurs.

The first Emmy awards are given out.

"Dragnet" is first broadcast on radio.



Visit your Youngstown Kitchen dealer and see this gleaming, white-enameled steel beauty—*exactly* as illustrated. It's so easy to own!

Dream kitchens with wished-for price tags

Beautiful 66" twin-bowl Kitchenaider-Mullinaider Combination (one of 10 models). Dishwashing and food preparation are wonderfully easy. Five drawers, two huge compartments. One-piece top of *finest, acid-resisting porcelain enamel.* Sparkling white finish blends perfectly with any color scheme.

THERE'S more pleasure for your family in a Youngstown Kitchen than any other home equipment.

A gorgeous kitchen of lifetime, white-enameled steel that's *just right for you* is created by arranging a Youngstown Kitchenaider cabinet sink with base and wall cabinets and accessories. No costly remodeling!

This month Youngstown dealers are featuring the lovely kitchen shown above. Stop in and see the work-saving, 48" twin-bowl Kitchenaider with *laundry-deep* second bowl (11"). Note the lavish storage space, wide work areas . . . the "extra touches" you're *sure* to want. Then you'll know it's Youngstown for you, whether you build or remodel.

The price is like a wish come true. A Youngstown Kitchen costs only a FEW DOLLARS a month, financing through dealer or bank. *No wonder Youngstown is the unquestioned kitchen leader!*

To learn the name of a nearby factory-trained dealer, call Western Union by number and ask for Operator 25 . . . or send coupon.

MULLINS MANUFACTURING CORPORATION
WARREN, OHIO
World's Largest Makers of Steel Kitchens

Youngstown Kitchens
BY MULLINS

Like magic! Mullinaider electric garbage disposer sends food waste down the drain. Fits all Kitchenaiders. Safe and sanitary! FREE home demonstration.

See the swinging mixing-faucet and speedy rinse spray. Spray reaches all parts of sink top. Great for dishwashing and cleaning vegetables. Typical Youngstown value. See your dealer!

GET THIS EXCITING BOOKLET!
20 pages featuring beautiful Youngstown Kitchens in color. Full details of Youngstown units and tips on arranging a new kitchen. Enclose 10c in cash. No stamps, please.

I plan to build ☐
I plan to remodel ☐
I want a free home demonstration of the Mullinaider ☐

SEND COUPON TODAY!
Youngstown Kitchens
Mullins Manufacturing Corporation
Dept. B-649, Warren, Ohio

Please send me your Youngstown Kitchen booklet. I enclose 10c in cash, to cover cost of mailing.

NAME _____ (PLEASE PRINT)
ADDRESS _____
CITY _____ ZONE _____
COUNTY _____ STATE _____

1949 Sports News

World Series Champion
New York Yankees

U.S. Open Golf
Cary Middlecoff

Pro Football Champion
Philadelphia Eagles

Indianapolis 500 Winner
Bill Holland/121.327 MPH

Stanley Cup Winner
Toronto Maple Leafs

NCAA Basketball Champion
Kentucky

College Football Champion
Notre Dame

Heisman Trophy Winner
Leon Hart from Notre Dame

REMEMBER WHEN...

Heavyweight champion Joe Louis announced his retirement after reigning for nearly 12 years and defending the title 30 times.

McGREGOR*

Golden Tee Sportswear

with the Amazing New

"Hip Hugger"

"SWING AND STAY"
Invention

You'll say — why didn't someone think of it before! The "Swing and Stay" invention is what every man-of-action has wanted and has dreamed about! A hidden construction feature that keeps your sports jacket DOWN—your slacks UP—and gives you free-swing room in the shirt—no matter how active you are! All this—plus McGregor's dynamic styling and colorwork! You'll find it only in action sportswear that dangles the symbol of McGregor's "Golden Tee"!

GOLDEN TEE FEATHERKNIT WASHABLE SWEATER

. . . McGregor takes feather weight pure wool Kray processed wool shrink below knitted steel and adds the amazing "Swing and Stay" invention which keeps sweater down. 10.00

BOLO ACTION KNIT

most comfortable knit shirt in America. A tissue-weight fine combed finish that's clubhouse washable. With the added ingredient of the Hip Hugger construction. 2.95

GAB SWINGAWAY SHIRT

. . . the way that the sleeves set into the shoulders . the hidden knitted stretch pleat — account for the fact that your shirt stays down . 8.95

Here's How It Works

A hidden hip-gripper keeps your jacket down.

A hidden waist gripper keeps your slacks up

A hidden knitted stretch pleat gives you freedom of swing.

The New **DRIZZLER GOLFER** with the "Swing and Stay" invention . . . a new idea in action jackets with McGregor's free swinging invention that keeps the jacket down no matter how you swing or move. Done in formed Drizzler cloth in new soft Norway shades. Look for the dangling "Golden Tee". 10.95

DONSHEEN HUGGER SLACKS . . . the 100% pure worsted slacks with the wheel in waist and sparkle so highly tailored by McGregor with the new "Swing and Stay" invention that keeps your slacks up — whether teeing off or motoring. 19.95

• Available in Men's, Prep and Wee sizes at better stores everywhere.

DAVID D. DONIGER & CO., INC. • 303 FIFTH AVENUE • NEW YORK 16

1949 Interesting Facts

President of the United States
Harry Truman

Vice President of the United States
Alben Barkley

Pulitzer Prize Winner
Guard of Honor by James Gould Cozzens

Nobel Peace Prize Winner
Lord John Boyd Orr Of Brechin

Miss America
Jacque Mercer (Litchfield, AZ)

Speaker of the House of Representatives
Sam T. Rayburn (D)

Life Expectancy
62.9 Years

REMEMBER WHEN...

Milton Berle hosted the first telethon, for cancer research.

WE'VE ACTIVATED* Seismotite to give you FASTER-EASIER CLEANING than any other cleanser you've ever used!

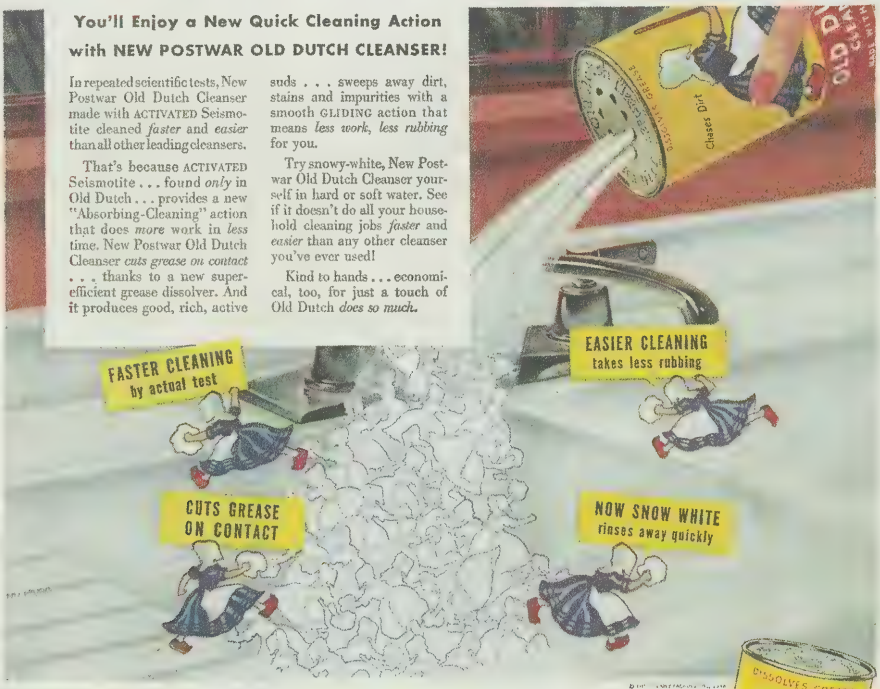
You'll Enjoy a New Quick Cleaning Action with NEW POSTWAR OLD DUTCH CLEANSER!

In repeated scientific tests, New Postwar Old Dutch Cleanser made with ACTIVATED Seismotite cleaned *faster* and *easier* than all other leading cleansers.

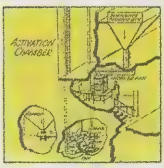
That's because ACTIVATED Seismotite . . . found *only* in Old Dutch . . . provides a new "Absorbing-Cleaning" action that does *more* work in *less* time. New Postwar Old Dutch Cleanser *cuts grease on contact* . . . thanks to a new super-efficient grease dissolver. And it produces good, rich, active suds . . . sweeps away dirt, stains and impurities with a smooth GLIDING action that means *less work, less rubbing* for you.

Try snowy-white, New Postwar Old Dutch Cleanser yourself in hard or soft water. See if it doesn't do all your household cleaning jobs *faster* and *easier* than any other cleanser you've ever used!

Kind to hands . . . economical, too, for just a touch of Old Dutch *does so much.*



The First Major Cleanser Improvement Since the Introduction of Seismotite!



*Here's the giant 2-story chamber Old Dutch constructed to ACTIVATE Seismotite. This *exclusive manufacturing process* (patent applied for) transforms Seismotite into a snow white powder with a revolutionary cleaning action.

ACTIVATED Seismotite, with "Absorbing-Cleaning" action, does *more* cleaning in *less* time! Try New Postwar Old Dutch today on your sink, tub, greasy pots and pans . . . for new cleaning speed, and ease.

Want to feel like an heiress come bedtime?

THE CANNON GIRL SAYS: It's news today, when you pay less-and get something better! But that's true about your favorite Cannon Percale Sheets!

Now Cannon Percales are COMBSPUN! Softer, finer-because the cotton is combed till only the long smooth fibers remain!

Yet you needn't BREAK THE BANK to afford Combspun Cannon Percale beauties. Get this dream-sheet for less than you used to pay for carded Cannon Percale!

Such sweet sleeping! These are sheets of your dreams... snowy...FRESH AS ROSE PETALS against your skin...

And you'll love them even more as TIME GOES BY. 15% stronger; longer-wearing! So light, for easier bedmaking and laundering...

Enjoy all this luxury! Go to your favorite store-ask for COMBSPUN CANNON PERCALE SHEETS!

Cannon Percale Sheets-Now They're Combspun

CANNON

CANNON TOWELS . . . STOCKINGS . . . BLANKETS ★ CANNON MILLS, INC., NEW YORK 13, N. Y.

COPR. 1949 CANNON MILLS, INC.

1949 Cost of Living

Living

New House	$7,450.00
Average Income	$2,959.00 per year
New Car	$1,420.00
Average Rent	$70.00 per month
Tuition to Harvard University	$600.00 per year
Movie Ticket	60¢ each
Gasoline	17¢ per gallon
United States Postage Stamp	3¢ each

Food

Granulated Sugar	85¢ for 10 pounds
Vitamin D Milk	84¢ per gallon
Ground Coffee	65¢ per pound
Bacon	50¢ per pound
Eggs	24¢ per dozen
Fresh Ground Hamburger	47¢ per pound
Fresh Baked Bread	14¢ per loaf

1949 Birth Notices

September 23
Bruce Springsteen
Bruce Springsteen, was born in Freehold, NJ. He finally broke through to national recognition in the fall of 1975. His album, "Born to Run," became a hit. Springsteen, known to his fans as "The Boss," was inducted into the Rock and Roll Hall of Fame on March 15, 1999.

December 15
Don Johnson
Don Johnson was born in Flatt Creek, MI. He found tremendous success with his television series "Miami Vice." Johnson made his singing debut with the LP "Heartbeat" in 1986. Some of Johnson's movies include: "Tin Cup," "Born Yesterday," and "Harley Davidson and the Marlboro Man."

August 31
Richard Gere
Richard Gere was born in Philadelphia, PA. As a child, he became proficient on the piano, guitar and trumpet. Gere first grabbed national attention for his role in "Looking for Mr. Goodbar." Some of Gere's other movies include: "An Officer and a Gentleman," "Pretty Woman," and "Runaway Bride."

March 17
Patrick Duffy (Actor)

March 26
Vicki Lawrence (Entertainer)

April 20
Jessica Lange (Actress)

May 9
Billy Joel (Singer/Songwriter)

June 22
Meryl Streep (Actress)

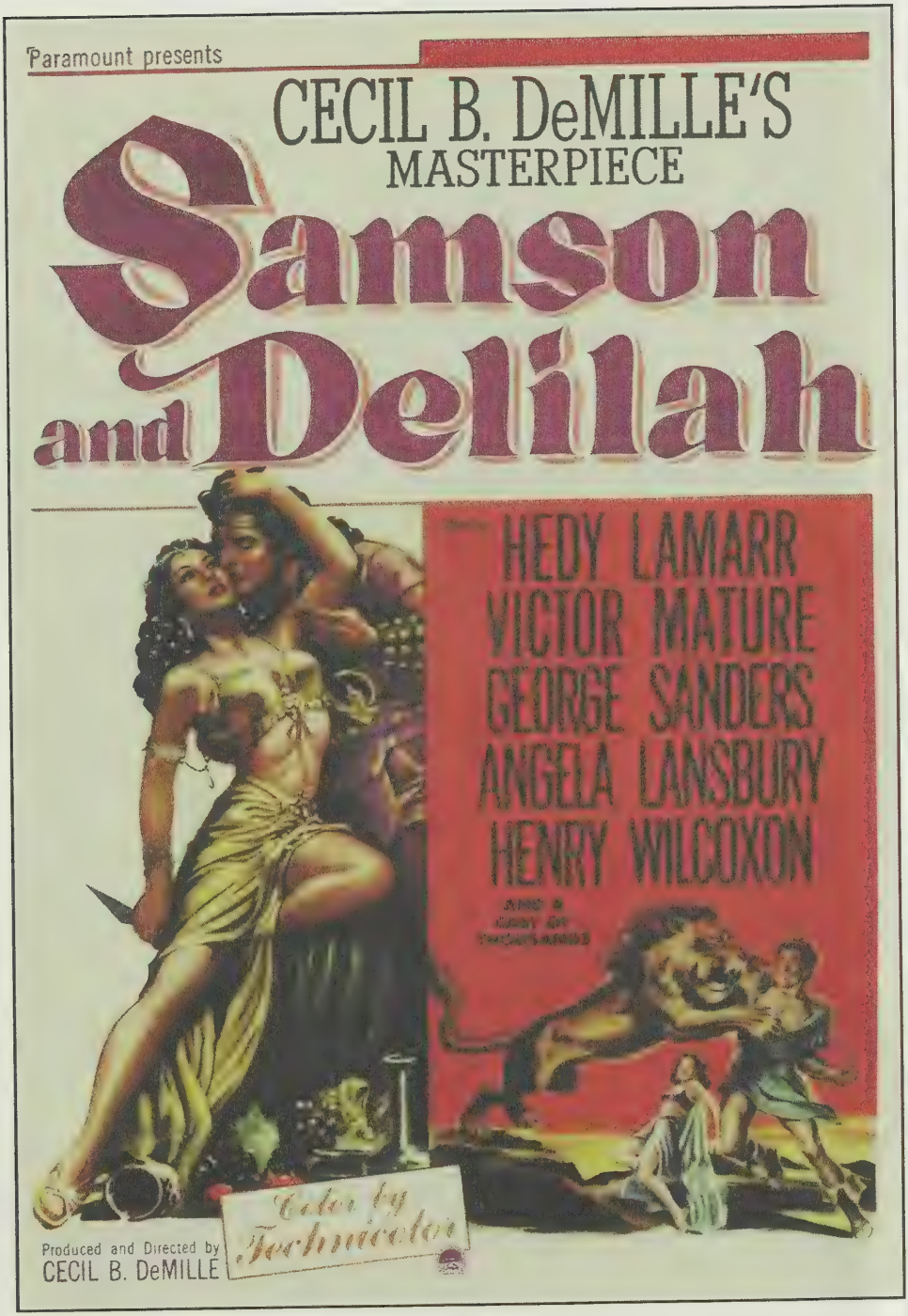
WARNER BROS'. BIG NEW LAUGH-HOLIDAY!!

THE GIRL FROM JONES BEACH"

STARRING

RONALD REAGAN · VIRGINIA MAYO · EDDIE BRACKEN

PETER GODFREY


Paramount presents
CECIL B. DeMILLE'S
MASTERPIECE
Samson and Delilah
HEDY LAMARR
VICTOR MATURE
GEORGE SANDERS
ANGELA LANSBURY
HENRY WILCOXON
Color by Technicolor
Produced and Directed by
CECIL B. DeMILLE

1949 Music & Movie Favorites

Music

"A" You're Adorable - by Perry Como

Careless Hands - by Mel Torme

Cruising Down the River - by Blue Baron

Forever and Ever - by Russ Morgan

I Can Dream, Can't I? - by Andrews Sisters

A Little Bird Told Me - by Evelyn Knight

Mule Train - by Frankie Laine

Riders In the Sky - by Vaughn Monroe

Some Enchanted Evening - by Perry Como

Someday - by Vaughn Monroe

Movies

- All the King's Men
  Academy Award Winner
- Adam's Rib
- Kind Hearts and Coronets
- She Wore a Yellow Ribbon
- Twelve O'Clock High
- On the Town

Color High Spot

First resort! Any man turns instinctively to the clean, becoming lines of this Dobbs masterpiece. New, exclusive stipple-stripe band.
Dobbs Rainbow $12.50 and $15

It's the DOBBS new Greenbrier

Take West Virginia in Spring. Scatter a few sycamores. Add fresh, rolling lawns flanked by rhododendron. You've caught the coloring of one of America's top resorts—the Greenbrier. And of its namesake—Dobbs great new Greenbrier—the leading color of the year! See this style-setting new shade on these Dobbs hats . . . and on you—

Advantage yours! . . . in this active-looking, young-looking Dobbs. Distinctive puggaree band. You'll hail the whole hat . . . right to the tuft of color!
Dobbs Gay Caballero $12.50 and $15

Front! And a mighty bold front you put up in this handsome, two-way Dobbs. Here, brim up for a Homburg effect. Or snap it down.
Dobbs Convertible $12.50 and $15.

Right light! Dobbs tees off with a brand-new lightweight. Chamois-soft felt with plenty of comeback, and a whole lot lighter than you'd believe possible!
Dobbs Phantom $13.50
Dobbs hand-mellowed Hamblok $15.00*

Dobbs "Individu-Ovals" give you an Individually Fitted Hat

Available at the finer stores
Other Dobbs Hats from $8.50 to $50

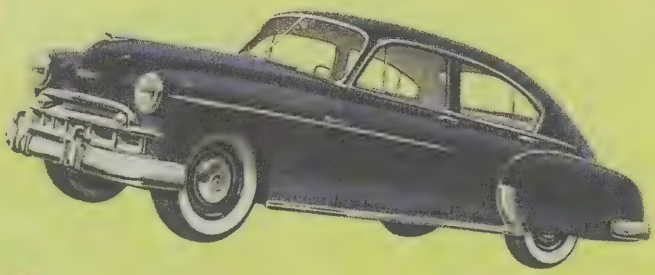
*Trade Mark

DOBBS HATS, NEW YORK'S LEADING HATTER, PARK AVENUE AT 53RD STREET, NEW YORK 22, N. Y.

This exciting new Chevrolet was made for you, if

...you prefer smooth, graceful styling

Like *curves* and *flowing* lines? Like styling that *says* fresh and fashionable? Then this is for you . . . this long, low Chevrolet with the *only* Body by Fisher on any car in its price range!



THE FLEETLINE DE LUXE 4-DOOR SEDAN
WHITE SIDEWALL TIRES OPTIONAL AT EXTRA COST

...you're concerned about comfort and safety

And, of course, you are. So Chevrolet brings you easier steering, better brakes, and Panoramic Visibility, to make driving easier, safer and less tiring. For you, there's the extra roominess of Five-Foot Seats . . . the softness and roadsteadiness of a new Knee-Action ride . . . the cradled comfort of Center-Point Seating *between* the wheels.

...you have a sharp eye for value

You just can't match it for the money! Compare the style you receive, and fine workmanship of Chevrolet's Fisher Body. Compare the quality of the cushions, upholstery —and the convenience of such features as push-button door handles. Compare the record of dependability and economy that has made Chevrolet America's choice for 18 years. Then compare prices—and you'll find this exciting new Chevrolet *first for quality at lowest cost!*

CHEVROLET

The most Beautiful BUY *of all*

CHEVROLET

CHEVROLET MOTOR DIVISION, GENERAL MOTORS CORPORATION, DETROIT 2, MICHIGAN

Bake the Swift'ning* Sweetheart Cake

A Martha Logan Quick-Mix Recipe

THE LOVELIEST CAKE YOU EVER BAKED!

Make it for a Bridal Party or for a Birthday; for a Wedding Anniversary, for Father's Day, or just to please some one you love.

Preparation: Have all ingredients at room temperature. Preheat oven to 350° F. Line bottoms of 2 heart-shaped pans (approximately 10 cup) with waxed paper.

Ingredients:

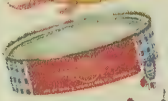
- ½ cup Swift'ning
- 2½ cups sifted cake flour
- 4 tsp. double acting baking powder (3½ if regular type)
- 1 tsp. salt
- 1½ cups sugar
- 1 cup milk
- 1 tsp. vanilla
- 4 egg whites

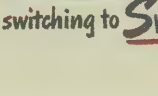
Step 1: Put Swift'ning in bowl. Sift in flour, baking powder, salt and sugar. Add ¾ cup of the milk and vanilla. Beat 2 min. on medium speed of electric mixer, or by hand using 150 strokes per min. Thoroughout mixing keep batter scraped from sides and bottom of bowl with rubber scraper. Scrape bowl and beaters.

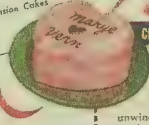
Step 2: Add remaining ¼ cup milk. Beat for 2 additional minutes. Scrape bowl and beaters. Pour equal amounts of batter into pans. Bake about 28 min. or till done. Cool.

Fill and frost with 7-minute icing. Decorate. Edge cake with tinted frosting. Use tip of a spoon. Cut ribbon to fit around place. Hold in place with bits of tape if necessary, and pack accessories, or other flowers, into bouquet.

Folder with recipes for 8 glamorous Special Occasion Cakes comes with your pans!





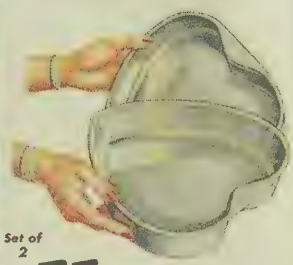


Swift'ning is the trade mark for Swift & Company's Shortening.

Good cooks are switching to Swift'ning

...in these clever new

HEART-SHAPED ALUMINUM LAYER PANS!



Set of 2 only 75¢ with the paper disc from inside a can of Swift'ning (or red portion of unwinding band)

They're new! They're a marvelous bargain! They're made of fine quality aluminum that will wear and wear for years!

Heart-shaped layer pans! With them and marvelous *Swift'ning* you'll turn out cakes to dream about.

Pure, snowy-white Swift'ning contains an exclusive *quick-mix* ingredient for lighter, lovelier cakes. And tests prove it makes *flakier pies* than any other all-purpose shortening.

Swift'ning gives you crisp, *digestible* fried foods. Swift'ning is extra nutritious. It keeps without refrigeration. Get wonderful Swift'ning *today* and send for your heart-shaped pans!

Swift'ning is digestible! Nutritious, too!

CLIP THIS ORDER BLANK! SEND FOR YOUR CAKE PANS NOW!

Swift'ning, Dept. F, Box 6365, Chicago 77, Ill. 2

Please send me my set of two Heart-Shaped aluminum Layer Cake Pans, and folder of Special Occasion Cake Recipes. I enclose 75¢ in coins and paper disc from inside a can of Swift'ning or red portion of unwinding band. (Allow up to 3 weeks for delivery. Offer is good only in the U. S. A. Void in any state, or subdivision thereof, where prohibited, taxed or otherwise restricted. Offer expires December 31, 1949, or when supply is exhausted.)

NAME .....

ADDRESS .....

CITY ..... STATE .....

1949 Calendar

January

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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2	3	4	5	6	7	8
9	10	11	12	13	14	15
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30	31					

February

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27	28					

March

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May

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29	30	31				

June

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July

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31						

August

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28	29	30	31			

September

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October

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30	31					

November

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

December

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Is there another sofa bed that keeps its secret like this?

It's hard to believe—but this decorator-styled sofa is an "extra bedroom" too!

That's the secret of Hide-A-Bed!*

And what a secret it is! At night, like magic, this daytime beauty is transformed into a *double* bed . . . with a *full-size*, full-thickness Simmons inner-spring mattress!

No other sofa bed can match the striking good looks of Hide-A-Bed! It's an exclusive Simmons product.

You choose from many styles and fabrics. Illustrated: the Hide-A-Bed *Modern*, in Goodall Satin Mohair Print, designed especially for Simmons. —and priced at $269.

It's easy to open your Hide-A-Bed—it's scientifically counterbalanced. And see how you can get into bed from *either side*, too! As for bedding—look! In the morning, you make up your Hide-A-Bed, then fold it away, all ready for the evening! *Important:* Hide-A-Bed has a *steel* frame for durability!

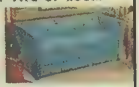
Sleep is wonderful on a Hide-A-Bed, because you sleep on a Simmons inner-spring mattress! Hide-A-Bed prices start at $198. Now available—the famous Beautyrest mattress in *any* Hide-A-Bed you choose! All prices slightly higher West of Rockies.

Only SIMMONS makes HIDE-A-BED

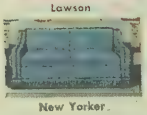
ALSO FROM THE HOUSE OF SIMMONS—the greatest name in sleep: Beautyrest—America's "luxury comfort" mattress. Electronic Blanket—a new defense against colds. Deepsleep mattress—a fine Simmons mattress at a lower price. Babybeauty crib mattress—made to doctors' specifications. Ace Spring—the modern spring for the modern mattress.

A STYLE FOR EVERY TYPE OF ROOM

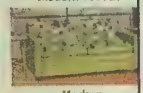
Lawson



Modern Tuxedo



New Yorker



Modern

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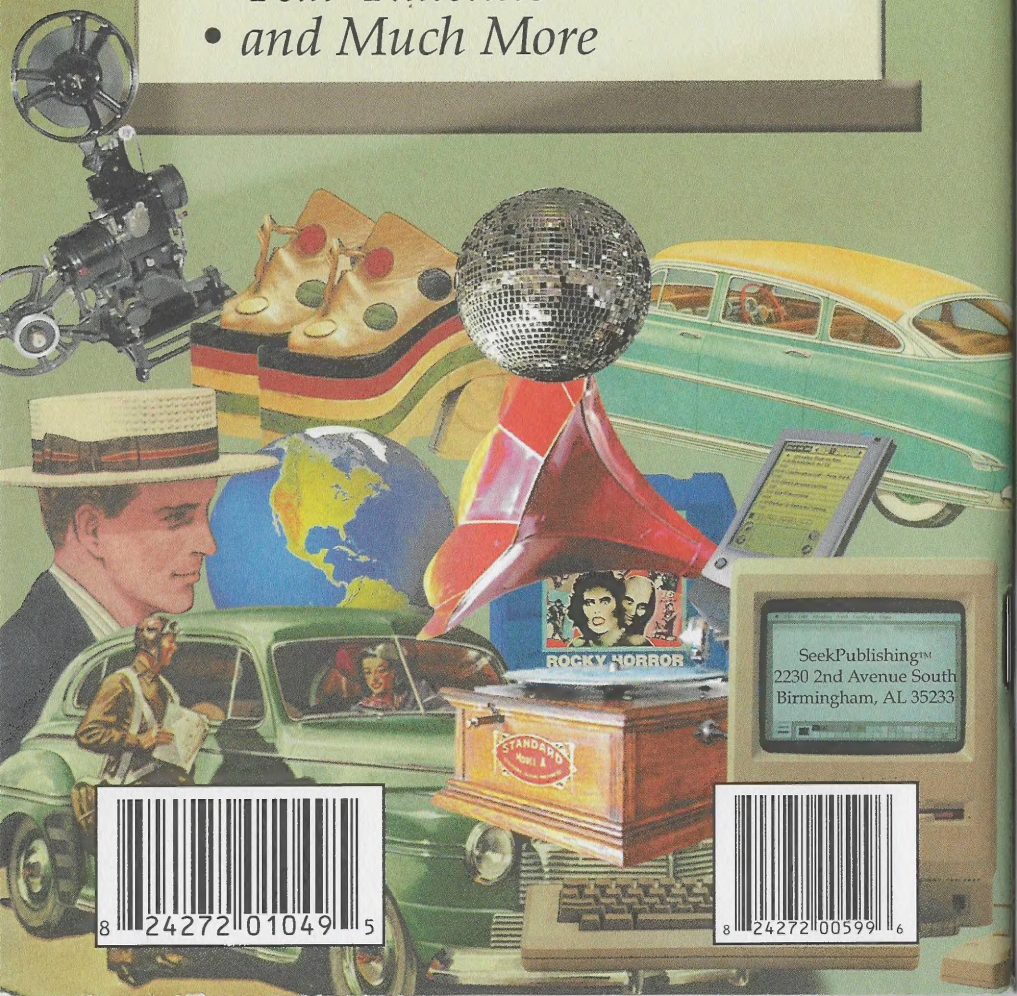

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